



“ ***Insanity is doing the same thing over and over again and expecting different results.*** ”

“ ***We cannot solve our problems with the same thinking we used when we created them.*** ”

These are my two favorite Albert Einstein quotes. To a turnaround expert, they couldn't be more on point.

Underperforming and distressed companies all have one thing in common: something has changed, and not for the better. Root causes can be either *internal* (e.g., a failed marketing strategy, bad pricing decisions, hyperinflated overhead) or *external* (e.g., aggressive competition, supply chain performance issues, tightening bank restrictions and, of course, COVID-19).

Whatever your strengths and skills that helped your company thrive, restoring an underperforming company to profitability, positive cash flow and liquidity after a downturn is a completely different ballgame. Worse, given the severity of the COVID-19 crisis, many traditional turnaround methods are no longer as effective as they used to be.

Synergy Enterprises specializes in helping companies return to profitability, positive cash flow and liquidity. It's what we've done for nearly 30 years with companies ranging from startups to over \$1b in revenue, including retail, wholesale, distribution and manufacturing. Our affordable services range from mentoring to aggressive, hands-on restructuring for companies facing a possible bankruptcy.

Einstein had it right. Are you ready to try something new? To bring new thinking to solve your company's challenges? Call Gary Nacht at Synergy Enterprises for a confidential, no-cost introduction and assessment. Whatever challenges you face, we can help.



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*Helping Companies Improve  
Profitability, Liquidity and  
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